

**REMARKS**

Claims 1, 4, 6, and 8 have been amended. Claim 10 has been cancelled. Claims 1, 4, 6, and 8 are pending.

On page 2 of the Office Action, claims 1, 4, 6, 8, and 10 were rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Pat. No. 4836309 (Sekioka) in view of U.S. Pat. No. 4827109(Matsumoto).

According to Sekioka, it is directed to an electronic weighing instrument including an IC card reading and writing device. A commodity to be weighed can be designated via input keys on the instrument. A price per unit weight of the designated commodity preset in the IC card is then read out. See Sekioka, Abstract.

According to Matsumoto, it is directed to a photographic printing system comprising a printer-processor. The photographic printing system includes a read-write unit that reads printing condition data from the card. See Matsumoto, column 6, lines 14-15. The IC card can be used to read and write data "in a non-contact" manner. See Matsumoto, column 2, lines 32-33.

In the present invention, "the commodity information includes such information as new commodity information as to a specific commodity, inventory information, new store open information, store introduction information, and recipe information and is presented to respective users in accordance with a linking of them [the items]." See Specification, page 8, line 23 to page 9, line 1. The commodity information functions as advertisement which widely introduces commodities, thereby contributing to sales promotion. As shown in Fig. 9, display information is dressed by being processed in the format of HTML or CGI and therefore is effective in sales promotion.

Applicants respectfully submit that claims 1, 4, 6, and 8 are patentable over the references, as neither of the references, taken alone or in combination, teaches or suggests, "outputting commodity advertisements based on the history of purchased commodities," as recited in claim 1, for example.

The currently amended claims include the terms, "sales promotion" and "commodity advertisements." In Sekioka, "purchased commodity information" of a consumer is used to calculate and present a commodity price and the total amount. In contrast, the present invention provides commodity advertisement suitable for consumers' preference found from their "history

of purchased commodities," thereby clarifying sales promotion of commodities.

The currently amended claims also include the recitation, "history of purchased commodities." In Sekioka, information stored in an IC card is "purchased commodity information," which is used for final payment. In contrast, according to the present invention, "history of purchased commodities" is stored in order to know a user's preference.

As Matsumoto is directed to a photographic printing system, Matsumoto is not concerned with purchasing commodities and does not teach or suggest the above-identified feature of the claims of the present invention.

In light of the foregoing, claims 1, 4, 6, and 8 are patentable over the references, as neither of the references teaches or suggests the above-identified feature of the claims. As claim 10 has been cancelled, the rejection with respect to claim 10 is moot.

Therefore, the rejection of the claims is respectfully requested.

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

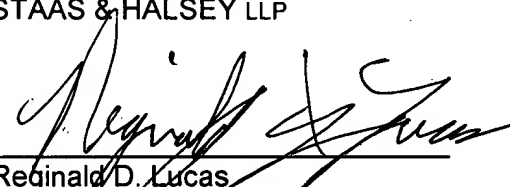
Respectfully submitted,

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